



WCPO

wcpo.com
kypost.com

ORDER

Print Date 10/26/12

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Flight Dates 10/29/12-11/05/12

Contract / Revision 315892 / Fall 2012 TV 10.29-11.5

Original Date / Revision
10/26/12 10/26/12

Advertiser NRA, National Rifle Associa

Product

Fall 2012 TV 10.29-11.5

Agency Com 15%

Billing Contact

815 Slaters Lane
Alexandria, VA 22314

Agency American Media and Advoc

Buying Contact

815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 3474

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes SE

Priority DEF

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	2	\$4,250.00	\$5,000.00	0.00	10/29/12	11/03/12	2	\$4,250.00	\$5,000.00
Totals	2	\$4,250.00	\$5,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	10/29/12	11/05/12	Late News Spec Ed (late	CM	1130p-1a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Late News Spec Ed (late											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
E 2	WCPO	10/29/12	11/05/12	ABC College Football gai	CM	1158a-4p	-----S-	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
				ABC College Football gai											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$4,500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
Totals														2	\$5,000.00